

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

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R 221131Z NOV 74

FM AMEMBASSY OSLO

TO USDOC WASHDC

INFO SECSTATE WASHDC 8986

UNCLAS OSLO 5153

USDOC FOR OED AND OIM

E.O. 11652: N/A

TAGS: BEXP, NO

SUBJECT: FOREIGN BUYER PROGRAM: NORWEGIAN GROUP TO OTC '75

REF: OSLO A-154, AUGUST 6, STATE 168685

1. FY '75 CCP FOR NORWAY INCLUDES PROMOTION CAMPAIGN FOR OILFIELD AND OTHER ENERGY SOURCE EQUIPMENT. ACTIVITY TARGETS INCLUDE INTRODUCTION OF NTM FIRMS AND PROMOTION OF CONTACTS BETWEEN NORWEGIAN AGENT/CUSTOMER PROSPECTS AND EXHIBITORS AT HOUSTON OFF-SHORE TECHNOLOGY CONFERENCE (OTC), MAY 4-8.

2. AS NOTED IN OSLO A-154, NORWEGIAN ENGINEERS ASSOCIATION IS AGAIN SPONSORING CHARTER GROUP (TARGET 150 PARTICIPANTS) TO OTC, AND PLANS INCLUDE PLANT VISITS, TECHNICAL SEMINARS IN ADDITION TO ATTENDING SHOW AND CONFERENCE. AS THE ASSOCIATION'S PLANS HAVE DEVELOPED, HOWEVER, IT IS CLEAR THAT ITS TARGET AUDIENCE WILL CONSIST OF PROSPECTIVE NORWEGIAN EXPORTERS (E.G. NORWEGIAN EXHIBITORS AT OTC) AND TECHNICAL/ENGINEERING LEVEL PERSONNEL INVOLVED WITH THE OIL INDUSTRY (E.G. CUSTOMER PROSPECTS). AGENT PROSPECTS WILL BE SPARSELY REPRESENTED IN ENGINEERS CHARTER GROUP, IF AT ALL.

3. EMBASSY CONSIDERS ABSENCE OF AGENT PROSPECTS TO BE A SERIOUS GAP. TO FILL IT, WE ARE PREPARED TO MAKE A CONCERTED EFFORT TO ORGANIZE A GROUP OF AT LEAST 15, WITH A FARE STRUCTURE SET TO INCLUDE ROUND TRIP TRAVEL FOR CAMPAIGN MANAGER, FSL OLAV

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CAMPBELL.

4. AS NOTED IN PARAGRAPH 3 OF REPAIR, THIS YEAR'S ENGINEERS TOUR WAS SO TIGHTLY SCHEDULED THAT COMMERCIALLY ORIENTED PARTICIPANTS HAD NO TIME AVAILABLE FOR FOLLOW UP ON BUSINESS CONTACTS MADE AT EXHIBITION. TO REMEDY THIS, WE WOULD PROPOSE AN UNSTRUCTURED PERIOD FOLLOWING OTC FOR INDIVIDUAL FOLLOW-UPS.  
TENTATIVE ITINERARY: MAY 2, OSLO-HOUSTON; MAY 5-7, OTC; MAY 8-9 FOLLOW-UP; MAY 10, N.Y.-OSLO.

5. SUCCESS OF THIS PROPOSED PROJECT DEPENDENT UPON ADEQUATE BACKSTOPPING BY COMMERCE, SUCH AS PRE-NOTIFICATION OF NTM US EXHIBITORS INTERESTED IN OBTAINING REPRESENTATION IN NORWAY, PRESENCE OF COMMERCE LIASON OFFICER AT OTC, AND FUNDING OF PER DIEM FOR EMBASSY REPRESENTATIVE ON TOUR. STATE 168685 INDICATES THAT AS OF EARLY AUGUST, OTC NOT INCLUDED IN FY '75 FOREIGN BUYER PROGRAM. HAS THERE BEEN ANY CHANGE OR IS ANY FORESEEN?

6. ACTION REQUESTED: PLEASE ADVISE WHETHER DOC PREPARED TO PROVIDE BACKSTOPPING AS OUTLINED PARAGRAPH 5.  
BYRNE

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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